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*Title of the Invention*

Customer Stock Incentives Programs

*Abstract*

The present invention provides a fresh method for generating customer loyalty through stock related incentives. Instead of the traditional stock incentive plans for *only* employees and investors, the present invention stresses the crucial importance of customers in an increasingly complicated business world. In a reward program dedicated to customers, customers will receive a set amount of stock options (*or* stocks) according to their revenue generating potentials. The number of stock options (*or* stocks) will continue to be distributed to customers throughout the business reporting cycle (quarterly, semi-annually, or annually) based on each customer's contribution in generating corporate revenues. Overtime, customers will become significant stockholders of a company, and they will continue to reward the company with their loyalty not just through words, but through actions given the fact that the future growth and profit potential of the company are of personal interests to the customer stockholders.